## **TROY DOWNTOWN DEVELOPMENT AUTHORITY**

## **Regular Meeting Agenda**

October 21, 2020 10:00 AM Remote Electronic Meeting

- I. Call to Order
- II. Roll Call
- III. Resolution to Conduct Electronic Meeting
- IV. Approval of Minutes June 11, 2020 DDA Rescheduled Regular Meeting (Presented by Mark F. Miller, DDA Executive Director & City Manager)
- V. Old Business
- VI. New Business
  - A. Introduction of New DDA Members: Cheryl Bush, Founding Member of Bush Seyferth PLLC and Tara Tomcsik-Husak, President/CEO of Troy Chamber of Commerce (Presented by Mark F. Miller, DDA Executive Director & City Manager)
  - B. I-75 Reconstruction Update (Presented by William Huotari, Troy City Engineer and Drew Buckner, MDOT)
  - C. 2009 Project Information: I-75/Big Beaver Interchange Gateway Plans
     (Presented by Mark F. Miller, DDA Executive Director & City Manager and William Huotari, Troy City Engineer)
  - D. Somerset Collection North Parking Deck DDA Repayment -(Presented by Mark F. Miller, DDA Executive Director & City Manager; Lori Bluhm, City Attorney; and Rob Maleszyk, DDA Secretary/Treasurer & Chief Financial Officer)
  - E. DDA Marketing Strategy Ideas (Presented by Glenn Lapin, Economic Development Specialist and Jamie Michelson, SMZ President and CEO)

- F. Report Planning and Development Update (Presented by Brent Savidant, Community Development Director and Glenn Lapin, Economic Development Specialist)
- G. 2021 DDA Meeting Schedule
- VII. Public Comment
- VIII. Adjourn

The next regular scheduled meeting is January 20, 2021, 7:30 AM.

<u>Mark F. Míller</u>

Executive Director

An electronic public meeting of the Troy Downtown Development Authority was held on Thursday, June 11, 2020. Chair Alan Kiriluk called the meeting to order at 10:03 AM.

Present:	Kiriluk, Alan (Chair)	
	Blair, Tim (Vice Chair)	
	Baker, Mayor Ethan	
	Bostick, Dennis	
	Keisling, Larry	
	Knollenberg, Martin	
	MacLeish, Dan	
	Mioduszewski, Brian	
	Randol, Ward	
	Reschke, Ernest	
Absent:	Koza, Kenny	
	Schroeder, Douglas	
Also Present:	Miller, Mark F., <i>Executive Director</i>	
	Bluhm, Lori	
	Bovensiep, Kurt	
	Lapin, Glenn	
	Licari, Nino	
	Maleszyk, Robert, Secretary/Treasurer	
	Michalik, David	
	Savidant, Brent	

### **Resolution to Conduct Electronic Meeting**

### Resolution: DDA-2020-06-01

Moved by: MacLeish Seconded by: Blair

RESOLVED, that the Troy Downtown Development Authority hereby allows all members to participate in public meetings by electronic means during the state of emergency. Members participating electronically will be considered present and in attendance at the meeting and may participate in the meeting as if physically present. However, members must avoid using email, texting, instant messaging, and other such electronic forms of communication to make a decision or deliberate toward a decision.

RESOLVED, that the Troy Downtown Development Authority hereby establishes public participation rules during the state of emergency to provide for two methods by which members of the public can be heard by others during meetings. Email sent to <u>economicdevelopment@troymi.gov</u> and received by 4:00 pm on the day preceding the meeting will be read during the public comment period of the meeting. Voicemail left at 248.524.3314 and received by 4:00 pm on the day preceding the meeting will be played during the public comment period of the meeting. Both email and voicemail public comments will be limited to three minutes each.

Yeas: 10 Absent: 2

### Approval of Minutes – January 15, 2020

### Resolution: DDA-2020-06-02

Moved by: MacLeish Seconded by: Randol

RESOLVED, the Troy Downtown Development Authority approves meeting minutes from January 15, 2020 Meeting.

Yeas: 10 Absent: 2

Old Business – None

New Business

A. Approval of 2020-21 Budget (Presented by Mark F. Miller, Executive Director and Rob Maleszyk, Secretary/Treasurer)

### Resolution: DDA-2020-06-03

Moved by: Bostick Seconded by: Blair

RESOLVED, the Troy Downtown Development Authority approves the 2020-21 Budget as presented.

Yeas: 10 Absent: 2

B. Somerset Collection North Parking Structure (Presented by Mark F. Miller, Executive Director)

### Resolution: DDA-2020-06-04

Moved by: Knollenberg Seconded by: Bostick

RESOLVED, the Troy Downtown Development Authority accepts the recusal and non-participation of Vice Chair Tim Blair regarding the Somerset Collection North Parking Structure agenda item.

Yeas: 9 Absent: 2 Recusal: 1 (Tim Blair)

Per the memo found in the agenda packet, the Troy Downtown Development Authority's (TDDA) first Tax Increment Financing Plan facilitated a reimbursement of the costs of construction of the parking structure at Somerset Collection North. This was accomplished through a complicated real estate transaction, where the TDDA leased the underlying property from the Developer (Frankel/Forbes-Cohen), but retained ownership of the parking structure until Developer or its successors paid the agreed upon purchase price. Legal documents required the Developer to assume responsibility for the operation and maintenance of the parking structure until the payment of the agreed upon purchase price.

The passage of 25 years after issuance of the parking structure bonds, June 7, 2020, is a triggering event for payment. Developer has agreed to proffer the agreed upon purchase price of \$4,035,171 to the TDDA at the earliest opportunity. This will require the drafting and execution of mutually acceptable legal documents, including but not

limited to a Quit Claim Deed for the parking structure, and a termination of many of the other legal agreements. The execution of these documents will occur at a mutually agreeable date.

### Resolution: DDA-2020-06-05

Moved by:	Knollenberg
Seconded by:	MacLeish

RESOLVED, that the Executive Director or his Designee is hereby AUTHORIZED to execute all required documents to effectuate a transfer of the Somerset North Parking Structure to Developer upon payment of the purchase price, after the documents have been vetted and approved by legal counsel on behalf of the Troy Downtown Development Authority. These documents include, but are not limited to a Quit Claim Deed, a Bill of Sale, a Termination of the Ground Lease, a Termination of the Assignment and Assumption Agreement and Escrow Agreement.

BE IT FURTHER RESOLVED, that the Troy Downtown Development Authority hereby AFFIRMS that Developer's payment of the agreed upon purchase price for the parking structure at the earliest possible closing date after mutual approval of all necessary legal documents will not be construed as a default of the Ground Lease, even though this will occur after June 7, 2020.

Yeas: 9 Absent: 2 Recusal: 1 (Tim Blair)

C. Planning and Development Update - (Presented by Brent Savidant, Community Development Director and Glenn Lapin, Economic Development Specialist)

Community Development Director Savidant and Economic Development Specialist Lapin provided an overview of new and continuing development projects in the DDA district. Construction on many of the ongoing projects, including the Zen Apartments on Wilshire, have progressed during the pandemic.

Significant changes are occurring along Big Beaver Road as construction of the new divergent diamond interchange continues at I-75 and Big Beaver Road. Chair Kiriluk discussed the Big Beaver Road and I-75 interchange design concepts developed by the TDDA several years ago. Chair Kiriluk requested that these design concepts be shared with the TDDA once again to see if there might be elements that could be incorporated into the newly designed interchange currently under construction.

D. DDA Marketing Strategy – (Presented by Glenn Lapin, Economic Development Specialist)

Per the memo found in the agenda packet, Economic Development Specialist Glenn Lapin provided an overview of the topic. Discussions with DDA board member Kenny Koza, Troy Chamber President Tara Tomcsik-Husak and Troy Community Affairs Director Cindy Stewart have brought forth ideas for short and long term marketing strategies. Collaboration with the Troy Chamber of Commerce and others have resulted in the promotion of events like Troy Restaurant Week which helped gain media coverage for Troy restaurants. "Open for Business" messaging was used via social media along with City and Troy Chamber communication networks to coincide with the start of I-75 construction in March –prior to the pandemic shutdowns.

The pandemic has had a major impact on Troy businesses. Discussions with SMZ, a Troybased marketing/advertising firm referred by DDA board member Kenny Koza, has led to several ideas to help get customers back into Troy restaurants and retail businesses as COVID-19 restrictions ease and I-75 construction continues toward completion in late 2020.

The scheduling of an in-person Special Troy Downtown Development Authority meeting, prior to the next scheduled TDDA meeting on October 21, 2020, was suggested. The agenda for the proposed Special Meeting would focus on TDDA marketing, an update on I-75 construction, and a review of previously completed design concepts for the Big Beaver Road and I-75 interchange.

### Public Comment

None.

### Resolution: DDA-2020-06-06

Moved by: MacLeish Seconded by: Knollenberg

RESOLVED, that the Troy Downtown Development Authority adjourns the meeting at 10:46 AM.

Yeas: 10 Absent: 2

The next regular meeting of the TDDA is scheduled for Wednesday October 21, 2020 at 7:30 AM.

Chair Alan Kiriluk

Glenn Lapin, Economic Development Specialist



## **CITY COUNCIL ACTION REPORT**

June 5, 2009

TO:	John Szerlag, Acting City Manager
FROM:	Brian P. Murphy, Asst. City Manager/Economic Development Services Steven J. Vandette, City Engineer
SUBJECT:	Agenda Item – MDOT Resolution for Big Beaver / I-75 Interchange Enhancements

### Project Description:

The Big Beaver / I-75 Interchange Enhancement is one of the projects adopted by City Council and the Troy Downtown Development Authority (DDA) as part of the Big Beaver Corridor Study.

The project will add significant landscaping in and around the interchange of I-75 and Big Beaver. Enhancements under the I-75 bridge include new 8' wide sidewalks, new decorative fencing and panels, addition of lighting under the bridge and painting the remaining portions of the bridge from the beams down to the pavement. The improvements within the loop ramp areas include significant landscaping, construction of two ponds, irrigation and reestablishment of grass.

Along Big Beaver on each side of the bridge are two vertical iconic features with lights and landscaping around their bases. The project will have a major impact on aesthetics and walkability; enhancing pedestrian mobility within the Big Beaver corridor. The project will also improve pedestrian safety at all intersection crosswalks by upgrading the sidewalks and cross walks to comply with the latest American's with Disabilities Act (ADA) requirements and by adding a pedestrian signal at the off ramp at eastbound Big Beaver, west of the bridge.

### Background:

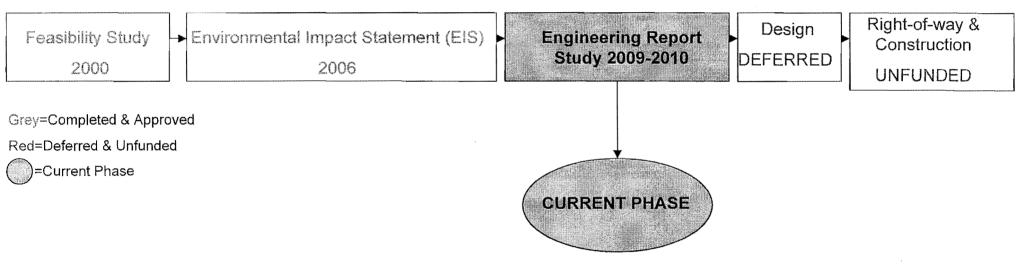
- The Key Concepts of the Big Beaver Corridor Study were adopted by City Council, the Planning Commission and the DDA in 2006.
- In 2007 the Troy DDA and City Council approved the Troy Downtown Development Plan #6, which includes the I-75 Interchange Improvements as well as various public thoroughfares, intersections and service roads, park improvements and property acquisition.
- The Big Beaver / I-75 Interchange Enhancement project is scheduled to be out for bids this summer and construction to start late summer or fall. Project completion is spring of 2010.
- The Interchange Enhancement project involves work within the Michigan Department of Transportation (MDOT) right-of-way and requires a permit from MDOT. During the project design and permit review process, the potential future widening of I-75 was considered by the City and MDOT so that future conflicts could be minimized.

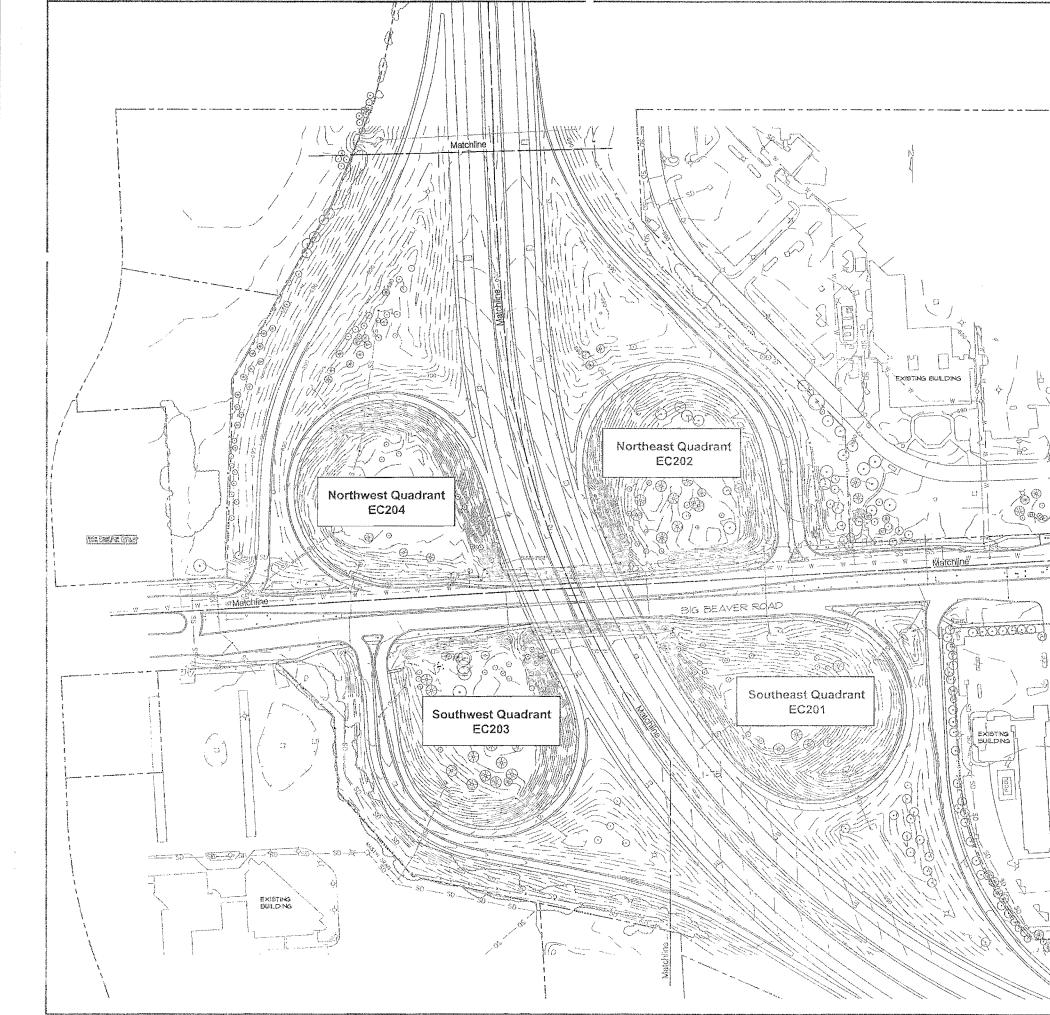
- The final I-75 Corridor Study adopted in 2000 recommended adding one lane in each direction within the median to provide four (4) lanes in each direction. This construction within the median would not impact the landscaping, grading and pond improvements constructed for the enhancement project, which are located within the loop ramp areas of the interchange.
- The final I-75 Corridor Study, completed in 2000, indicates no interchange reconfiguration for the Big Beaver / I-75 interchange. The loop ramps and the interior of the loop ramps are proposed to remain as they are.
- The schedule for the future widening is unknown, but the project is likely to be many years in the future given the current state of the economy, current poor conditions on state roads and significant road funding problems facing the state of Michigan.
- An Environmental Impact Statement (EIS) study for the I-75 widening was completed in January 2006.
- The next phase is the Engineering Report study phase, which has begun and will further examine complex, engineering elements in detail while trying to refine impacts to the local communities. The Engineering Report study is expected to take two years and be complete in 2010.
- The next phase, Design activities for the I-75 widening project, have been deferred. According to MDOT, there is no money available to move to this next phase of the project.
- The last phase, right-of-way acquisition and construction, are also unfunded.
- Given the plan for future widening project and in accordance with standard MDOT requirements for any local enhancement project within state highway right-of-way, MDOT is requiring that the City adopt a resolution that acknowledges that MDOT has this future widening project along I-75 in Oakland County and that despite current corridor study information to the contrary, acknowledge that the interchange enhancement project may be impacted by the future widening project. Therefore, MDOT requires that any improvements that may be impacted by the future I-75 widening project must be removed without cost to MDOT prior to the start of the I-75 widening project.
- The recommended resolution has been reviewed and approved by MDOT.
- Adoption of the recommended resolution is required by MDOT in order to receive a permit for the work.

### Recommendation:

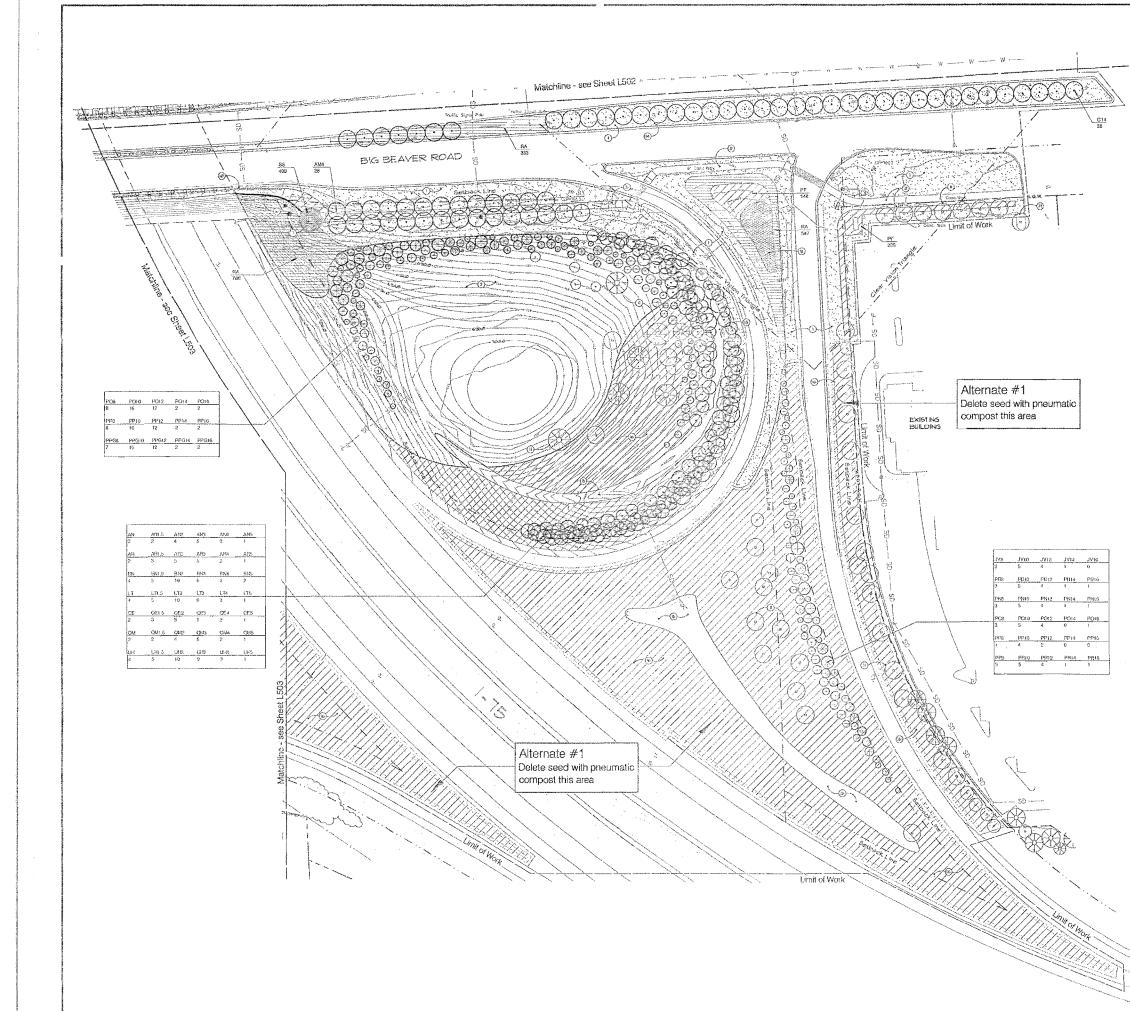
 Staff recommends that City Council approve the recommended resolution to acknowledge the future widening of I-75 and that any Big Beaver / I-75 Interchange improvements that may be impacted by the future widening project will be removed at city cost.

## I-75 CORRIDOR, OAKLAND COUNTY ENGINEERING REPORT STUDY





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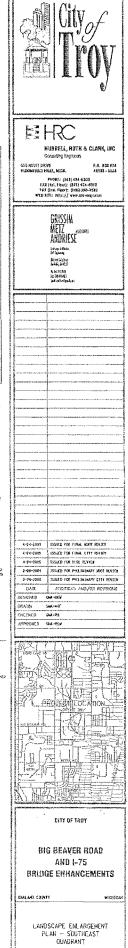
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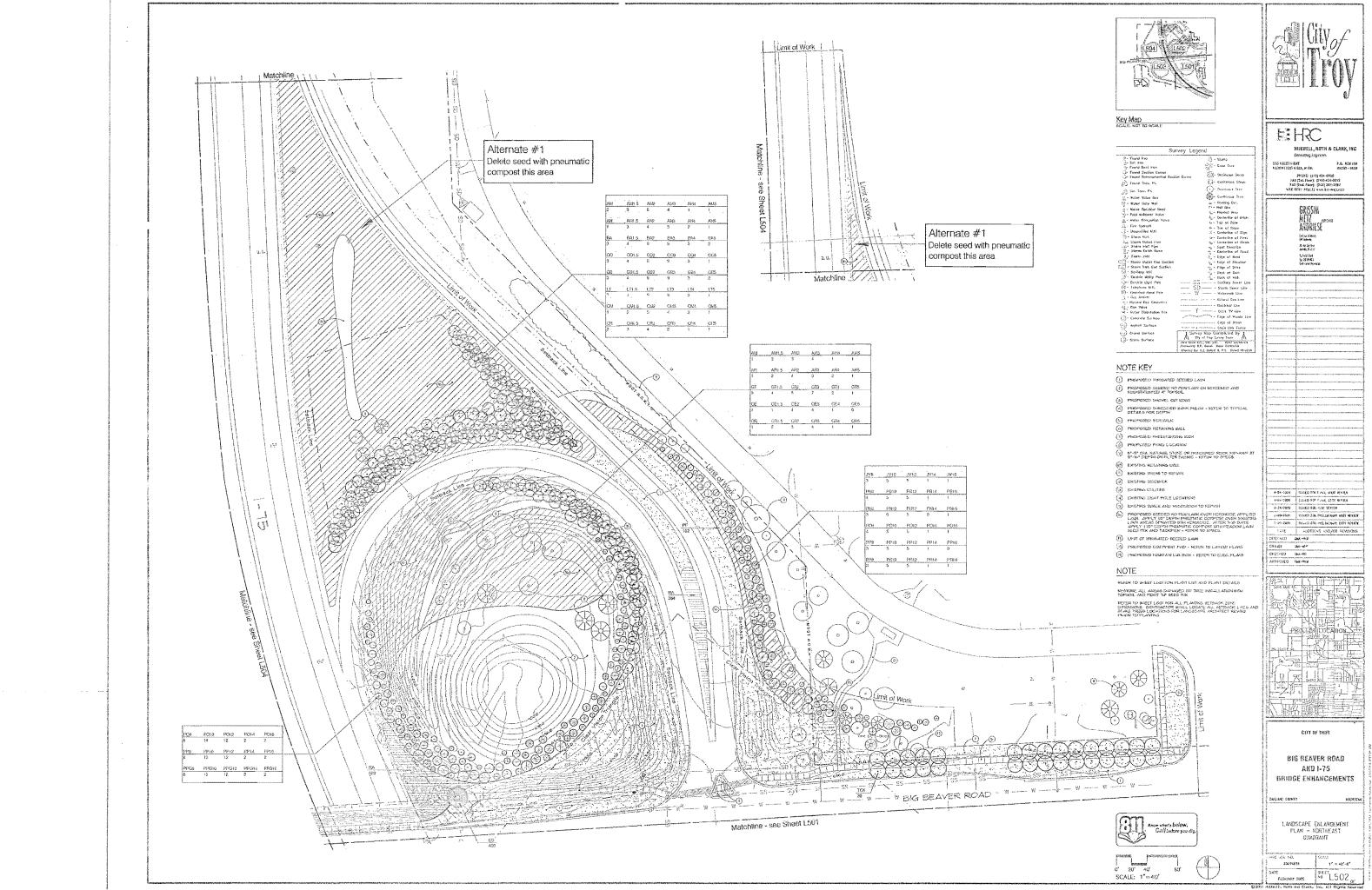
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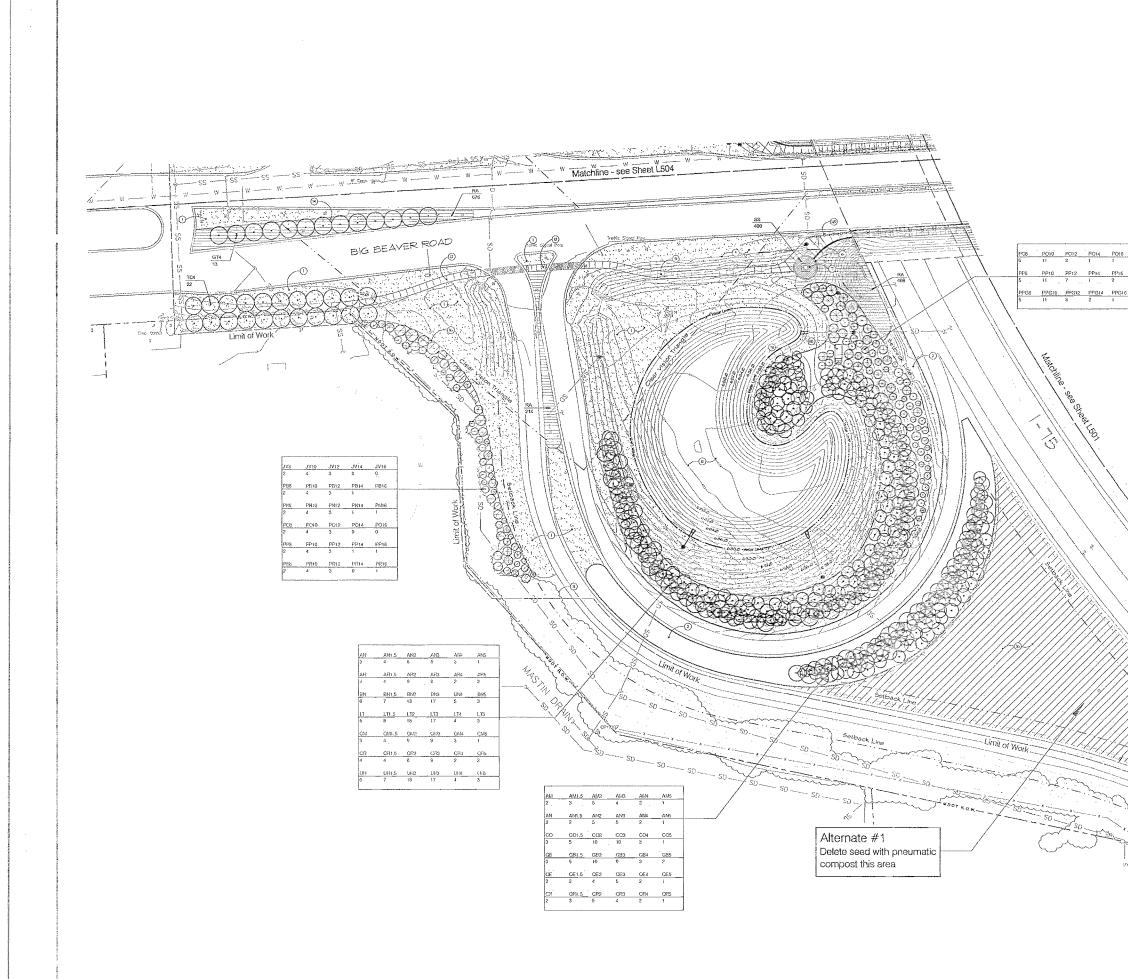
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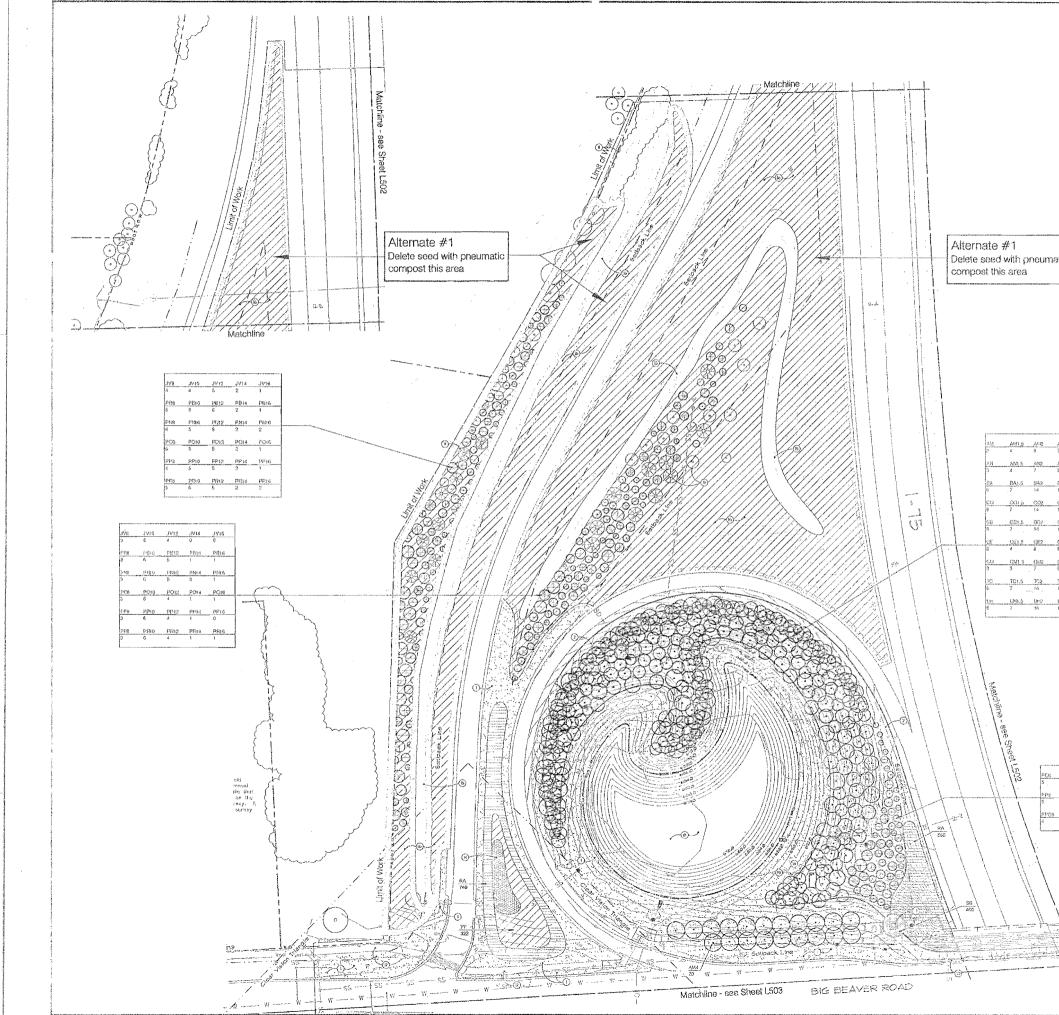
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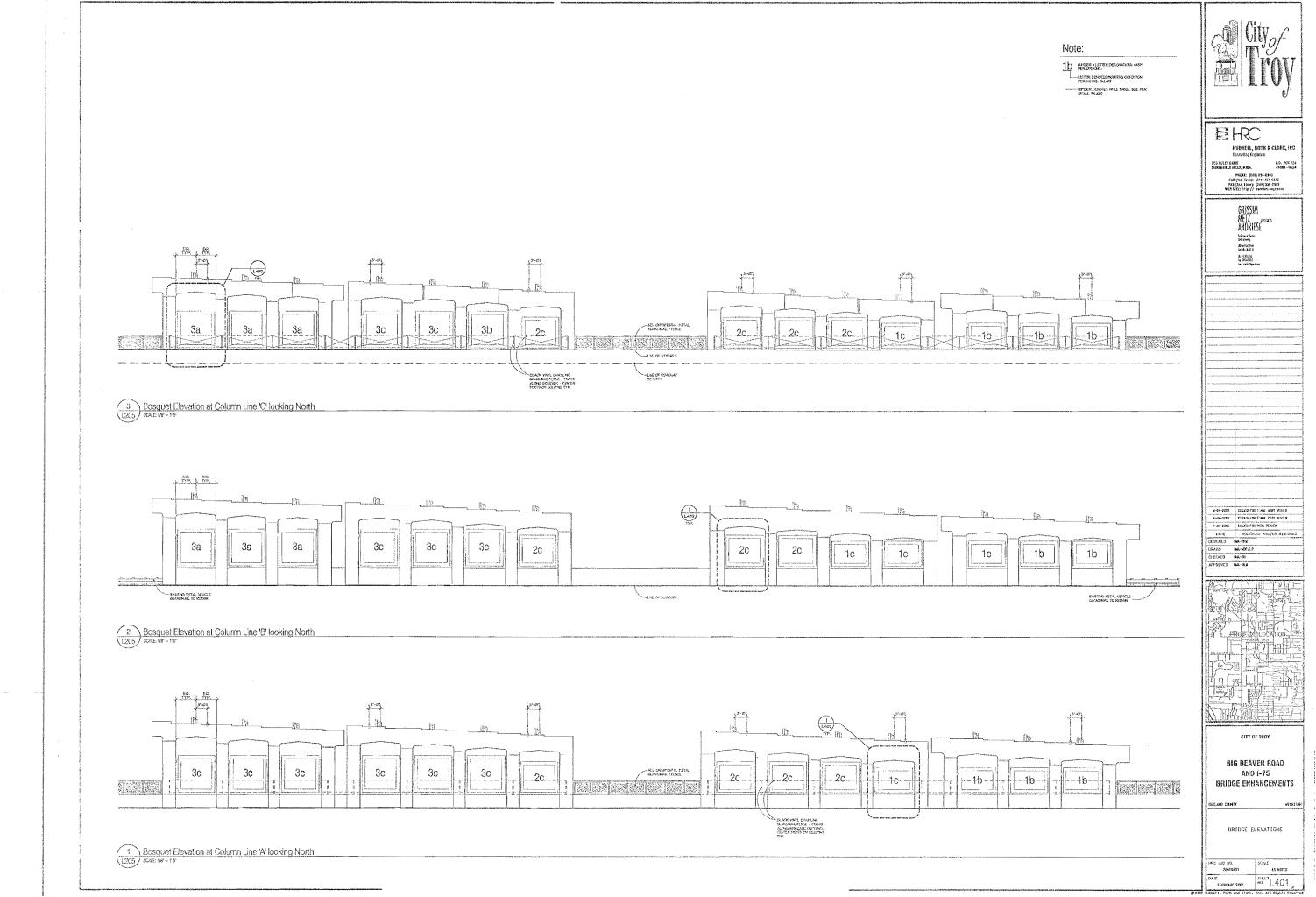
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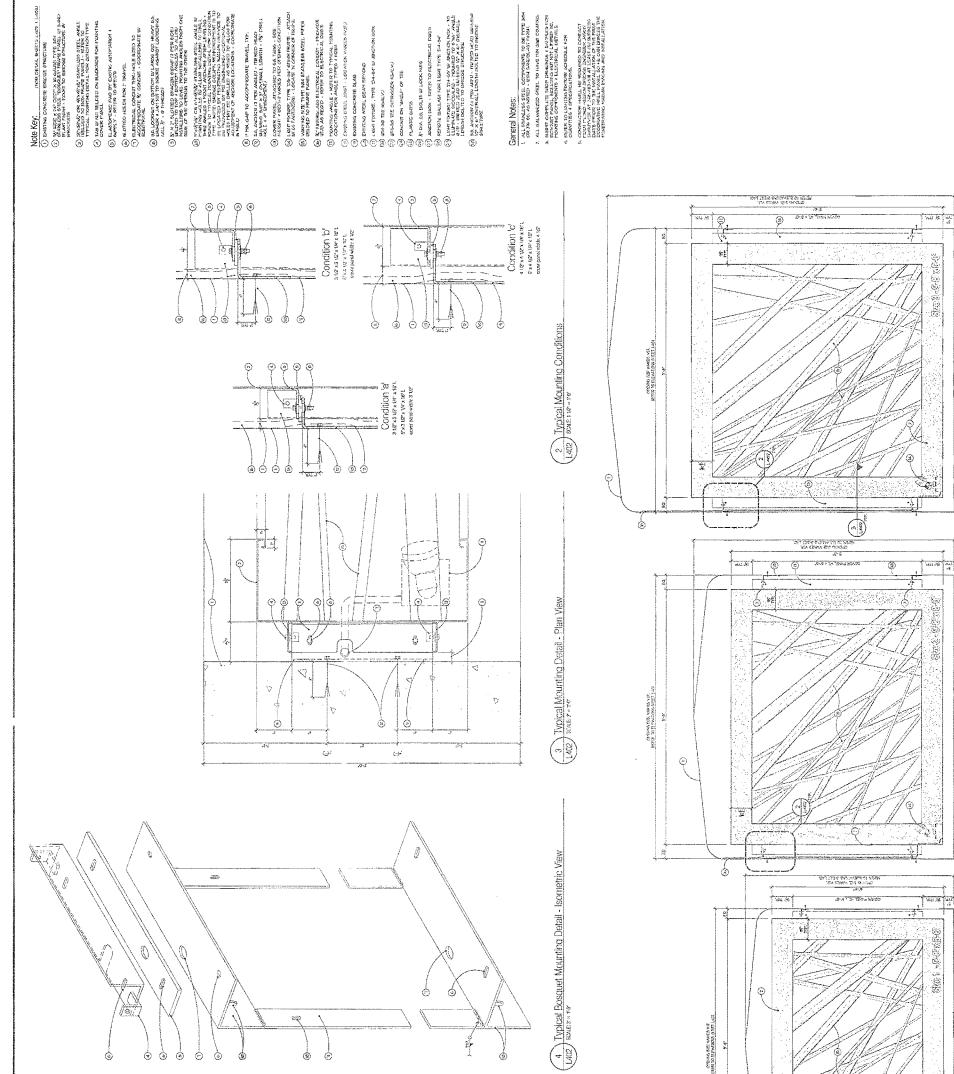
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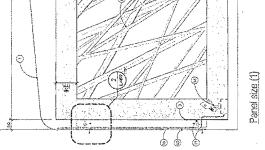
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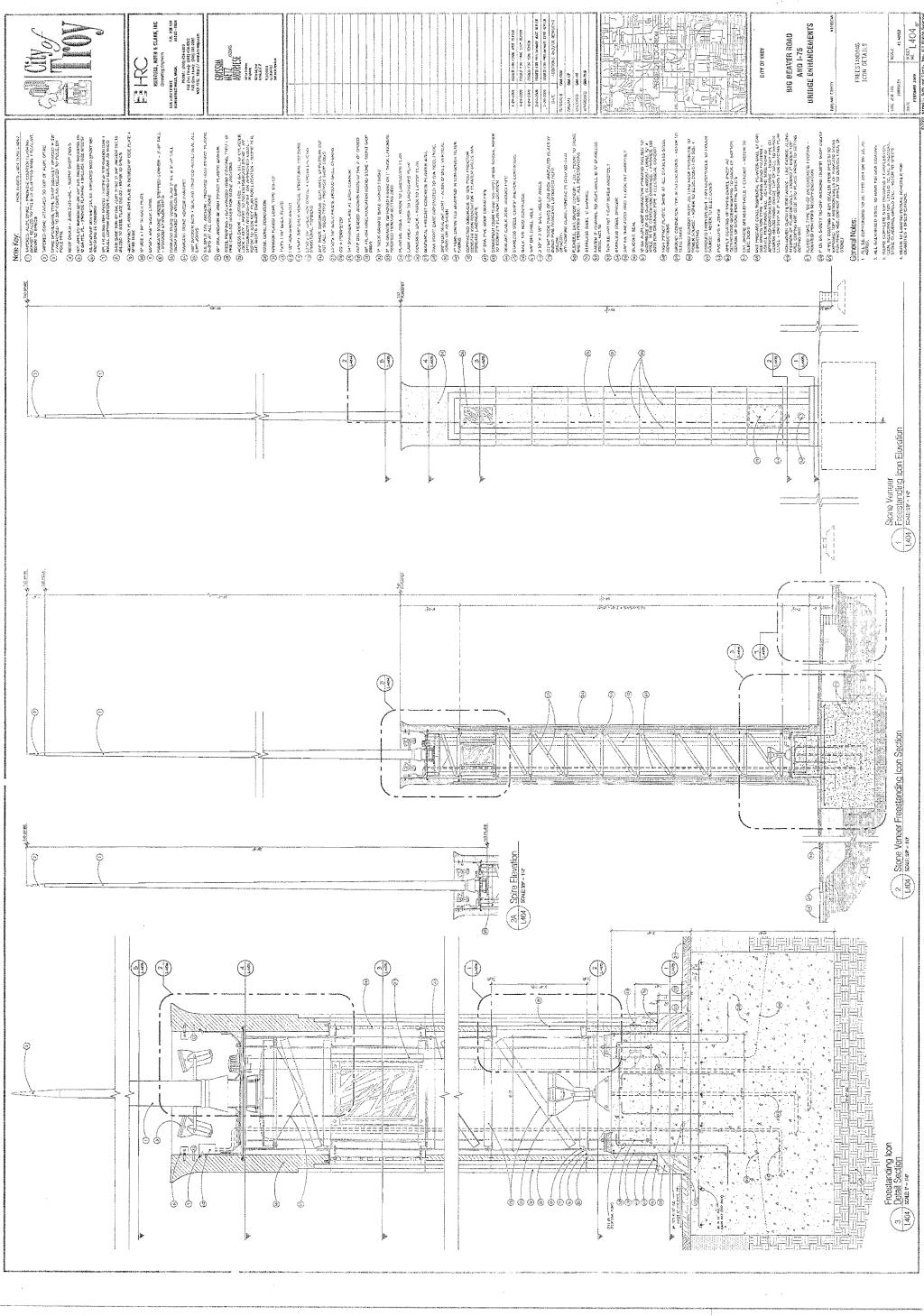
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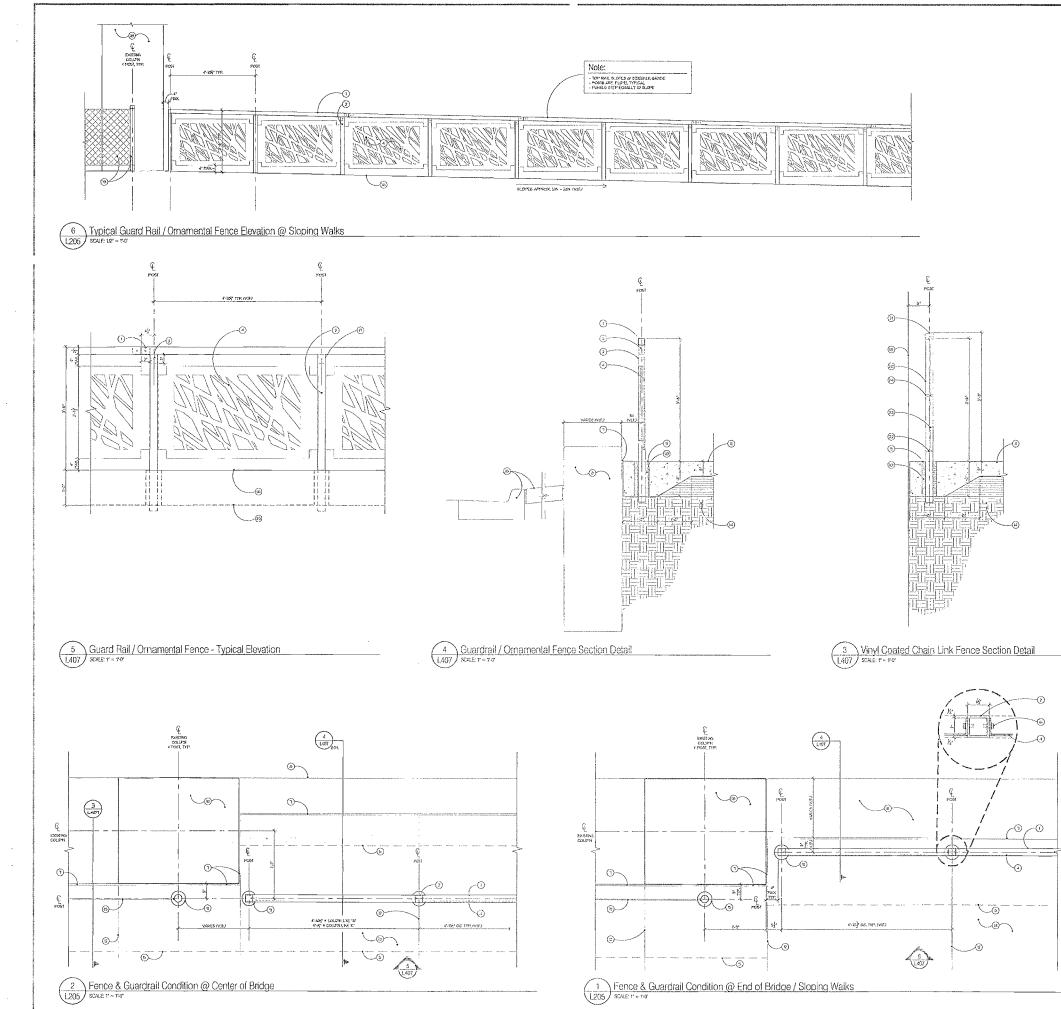
9

Panel size (2)









### Note Key:

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- (1) 5" CONCRETE SIDEDALK SLAB OH COMPACTED SAND BASE
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SITE DETAILS

SCALL 45 4078D

NO, L407

HRC JOB NO. 20010431

FEBRUARY 2009

DATE

Landscape Architecture Civil Engineering 300 East Cady St. Northville, MI 48167 www.gma-la.com 248. 347. 7010 FAX 248. 347. 7005

### GRISSIM METZ ASSOCIATES ANDRIESE

### I-75 / Big Beaver Preliminary Budget Estimate

12/8/2008 GMA **T**40-081

Estimated Quantity	Unit	Item Description	Unit Cost Total Cost
		Demolition / Site Work	
1	LS	Traffic Signage (arrows / sign boards)	\$ 40,000.00 \$ 40,000.00
1	LS	Mobilization	\$ 25,000.00 \$ 25,000.00
Allowance	LF	Silt Fabric Fence	\$ 10,000.00
15	EA	Inlet Filters	\$ 60.00 \$ 900.00
600	LF	Fence Removal @ Bridges	\$ 10.00 \$ 6,000.00
Allowance	AC	Prep work for meadow/fine lawns (spray, disc, york rake)	\$ 20,000.00
1	LS	Mass Grading	\$ 75,000.00 \$ 75,000.00
2,555	SY	Sidewalk Demolition / Removal	\$ 10.00 \$ 25,550.00
1	LS	Utility Adjustments	\$ 10,000.00 \$ 10,000.00
720	LF	Storm Pipes for Enclosed Ditches	\$ 45.00 \$ 32,400.00
6	EA	Storm Structures for Enclosed Ditches	\$ 1,100.00 \$ 6,600.00
1	LS	Sanitary Sewer ReAlignment (2 str + 220 lf)	\$ 12,000.00 \$ 12,000.00
		Permits	
1	LS	MDOT	\$ 2,500.00 \$ 2,500.00
1	LS	RCOC	\$ 5,000.00 \$ 5,000.00
1	LS	OCDC	\$ 2,500.00 \$ 2,500.00
			Demolition / Site Work Subtotal: \$ 273,450
		Hardscape	
21,880	SF	Sidewalks	\$ 4.00 \$ 87,520.00
576	SF	Barrier Free Ramps (Truncated Domes)	\$ 8.00 \$ 4,608.00
			Hardscape Subtotal: \$ 92,128



Estimated Quantity	Unit	Item Description	Unit Cost Total Cost
		Ponds	
2	EA	Wells	\$ 20,000.00 \$ 40,000.00
2	EA	Aerator Fountains and electrical service	\$ 20,000.00 \$ 40,000.00
11,500	SY	12" Thick Pond Liner (Blue Clay)	\$ 15.00 \$172,500.00
			Ponds Subtotal: \$ 252,500.00
		Landscape	
8,600	CY	Redistribute 4" Topsoil from Stockpile	\$ 5.00 \$ 43,000.00
38,600	SY	Fine Grade / Meadow Seed Mix	\$ 0.75 \$ 28,950.00
39,600	SY	Fine Grade / Cut Lawn Seed Mix	\$ 0.50 \$ 19,800.00
1	LS	Irrigation System (including booster pumps @ ea pond)	\$ 150,000.00 \$ 150,000.00
			Landscape Subtotal: \$ 241,750.00
		Landscape Plantings	
		Deciduous Trees	
155	EA	3 Gal. RPM (10%)	\$ 40.00 \$ 6,200.00
233	EA	1.5" Cal. (15%)	\$ 215.00 \$ 50,095.00
465	EA	2" Cal. (30%)	\$ 270.00 \$ 125,550.00
465	EA	3" Cal. (30%)	\$ 400.00 \$ 186,000.00
155	EA	4" Cal. (10%)	\$ 600.00 \$ 93,000.00
77	EA	5" Cal. (5%)	\$ 950.00 \$ 73,150.00

Landscape Plantings - Deciduous Tree Subtotal: \$ 533,995.00



Estimated Quantity	Unit	Item Description	Unit Cost	Total Cost		
		Evergreen Trees			-	
130	EA	4' / 6' ht. (20%)	\$ 175.00	\$ 22,750.00		
260	EA	6' / 8' ht. (40%)	\$ 275.00	\$ 71,500.00	-	
194	EA	8' / 10' ht. (30%)			-	
32	EA	10' / 12' ht. (5%)		\$ 72,750.00	-	
			\$ 525.00	\$ 16,800.00	-	
32	EA	12' / 14' ht. (5%)	\$ 725.00	\$ 23,200.00	•	
		Landscape Planti	ngs - Evergreen	Tree Subtotal:	\$	207,000.00
		Street Trees				
258	EA	4" Cal. Street Trees	\$ 600.00	\$ 154,800.00		
		Landscape P.	lantings - Street	Tree Subtotal:	\$	154,800.00
		Icon Plantings				
180	ΕA	Shrubs at 30" o.c.	\$ 35.00	\$ 6,300.00		
80	CY	Plant Mix	\$ 35.00	\$ 2,800.00		
13	CY	Mulch	\$ 45.00	\$ 585.00		
		Landscape Pla	ntings - Icon Plai	nting Subtotal:	\$	9,685.00
		Maintenance and Warranty (2 years)				
Allowance	YR	Watering, Cultivation, Turf Maintenance		\$ 40,000.00		
		Landscape Pla	ntings - Mainten	ance Subtotal:	\$	40,000.00
		Site Features				
		Screen Panels				
Allowance		Decorative Infill Panels		\$ 500,000.00		
Allowance		Panel Infill and Bridge Understructure Uplights	<b>1</b> 11111111111111111111111111111111111	\$ 275,000.00		

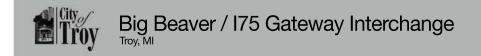


Estimated						
Quantity	Unit	Item Description	Unit Cost	Total Cost	-	
		Guard Rail				
182	LF	Decorative Metal Fence	\$ 90.00	\$ 16,380.00	-	
Allowance		Aluminum Guard Rail Barriers		\$ 50,000.00	-	
		Gateway Icons				
4		Masonry	\$ 70,000.00	\$ 280,000.00	-	
4		Foundations	\$ 9,500.00	\$ 38,000.00	-	
4		Cap/Shroud and Poles	\$ 44,000.00	\$ 176,000.00		
8		Icon Uplighting		\$ 80,000.00		
			Site Feat	tures Subtotal:	\$	1,415,380.00
			Pro	oject Subtotal:	\$	3,220,688.00
			10%	Contingency:	\$	322,068.80

Project TOTAL: \$ 3,542,756.80







Gateway Concept Proposed Intent

## **GATEWAY CONCEPT**

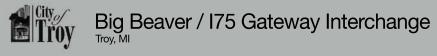
- Forested Portal (Corridor Study recommendation)
- Enter through a garden (green, sustainable, timeless)
- Entry experience transitions in scale (speed)
- Technology touches with historical and regional ties (Cranbrook, Somerset)
- Iconic symbols become Troy's signature
- Informal with formal (park to boulevard)
- Lighting reinforces "technology corridor"
- Balanced maintenance









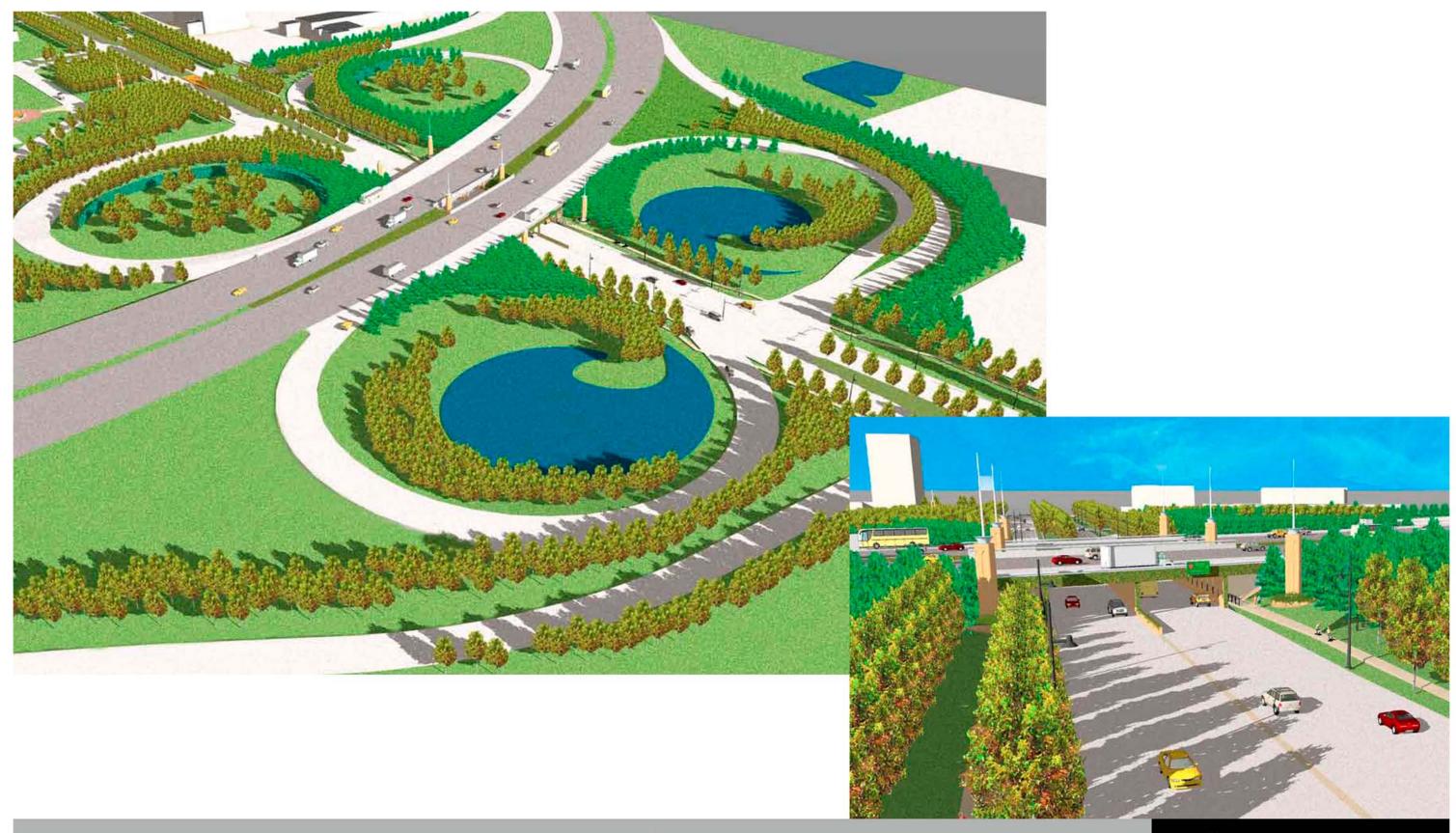


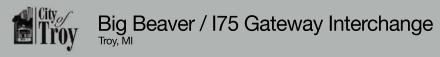
Gateway Interchange Composite Plan











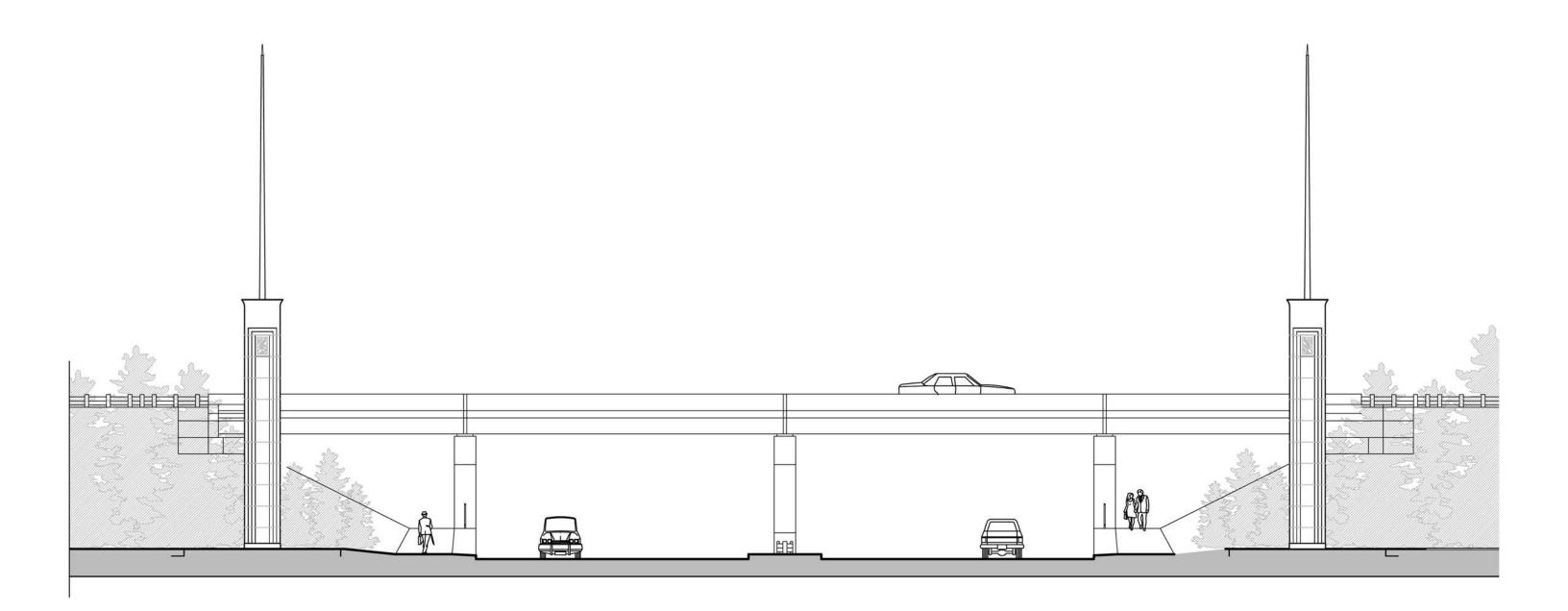
Gateway Concept Bird's Eye Perspective Renderings





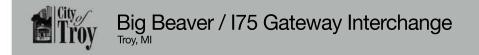












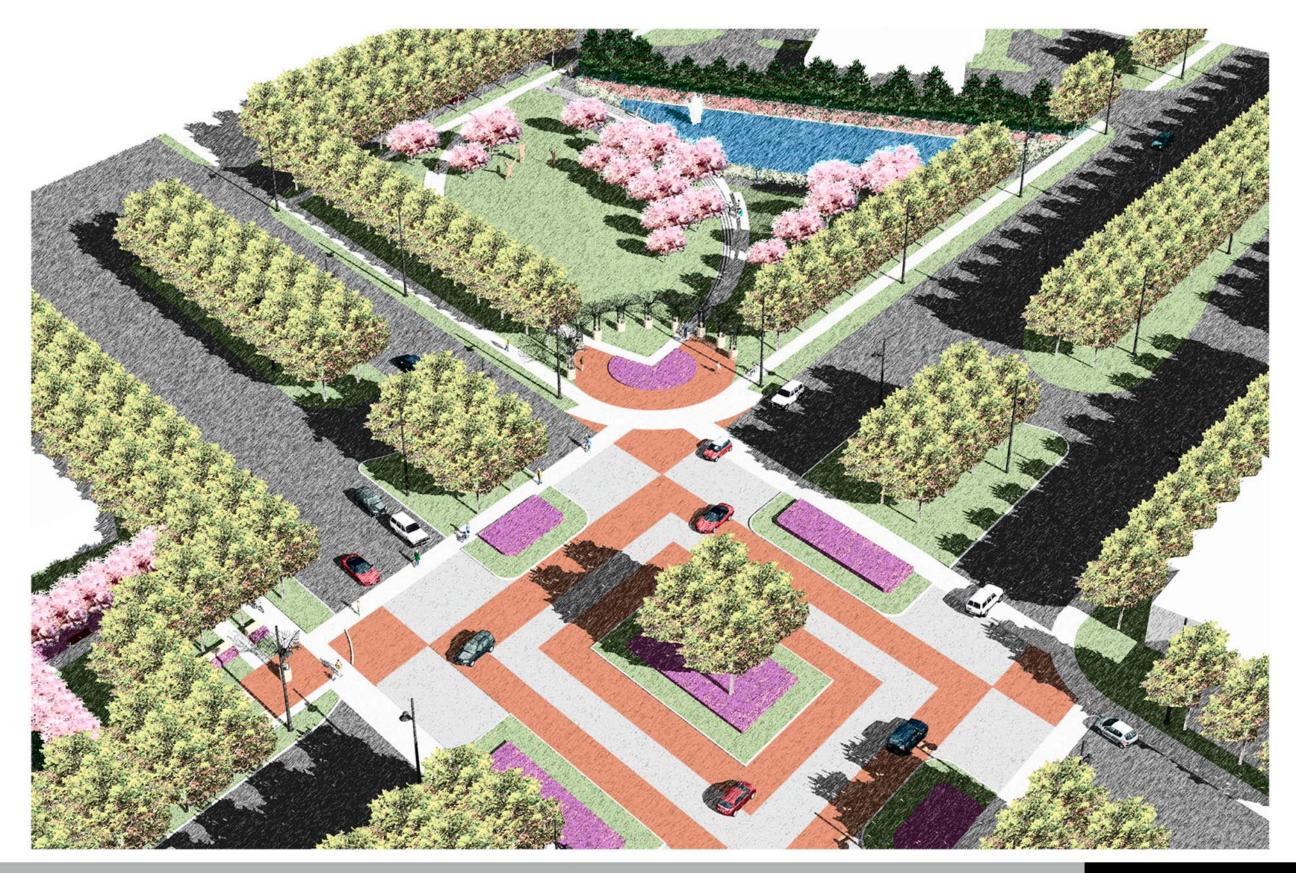
Bosquets Perspective & Elevations













Gateway Park Proposed Park Rendering









500 West Big Beaver Troy, MI 48084 troymi.gov

## **AGENDA ITEM**

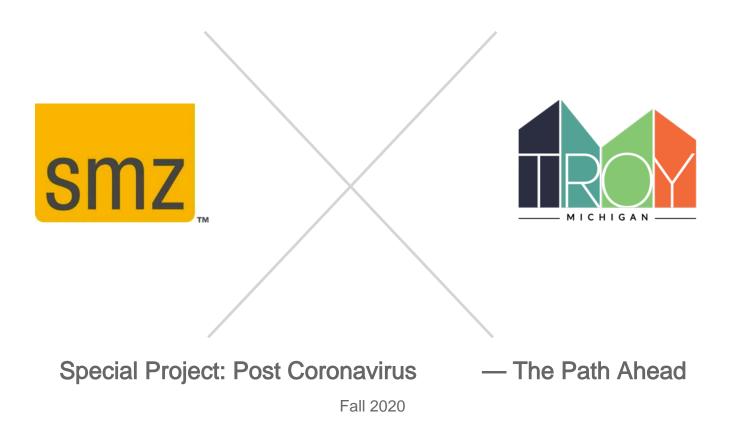
Date:	October 14, 2020
То:	Members of Troy Downtown Development Authority
From:	Lori Grigg Bluhm, Legal Advisor/ Troy City Attorney
Subject:	Bond Refunding and Future Options

At its September 21, 2020 meeting, the Troy City Council passed a resolution authorizing the refunding of the 2013 bonds that were used for DDA purposes and are secured by DDA tax increment financing revenues. We anticipate that the tentative pricing for the refunding will occur on October 28, 2020, and after that, we will have a more definitive amount of the savings that will result from taking advantage of the current low interest rates. After the refunding, there will be approximately \$11,000,000 remaining on the outstanding bonds, with an estimated savings of \$431,000 each year.

The City has refunded bonds previously as cost saving measures when the economic conditions are favorable. However, since some of the bonds were originally issued as tax exempt, these amounts have been separately accounted for, since there are limits on these amounts. With the recent receipt of \$4,035,171 from the sale of the Somerset parking structure, the City is now able to pay off the remaining \$3,212,400 that was issued as tax-exempt, and remove this restriction.

Under the DDA's current Tax Increment Financing and Development Plans (2017 Plans), any tax increment revenue is limited to pay for marketing expenditures, maintenance of the DDA district, administrative costs, and the DDA's allocation for any approved QDI for parking structures or storm water improvements. This limitation was incorporated since the City issued its full faith and credit to refund the DDA bonds, and the City Council wanted some assurances that there were sufficient DDA revenues to pay the annual bond obligations. However, with the anticipated annual savings that flow from the anticipated refunding, the DDA may want to amend the Development Plan and Tax Increment Financing Plan for new projects or initiatives. For example, there has been some discussion of improvements to the I-75 interchange at Big Beaver Road. DDA members may have other ideas, understanding that any new project would need to enhance the DDA district, and it must not inure to the benefit of any individual property owners, but to the DDA District and the City.

There is no need for immediate action, especially since the bond refunding has not yet been finalized, and the additional annual sums have not been realized. Also, because of the procedural hurdles that must be taken to amend the Tax Increment Financing Plan and the Development Plan, including public hearings and securing the ultimate approval of the Troy City Council, the DDA may want to wait until after the occupancy of the apartments as part of the Unicorp Development and QDI at 888 W. Big Beaver, since this would require plan amendments to create a residential council. In the interim, the DDA members may want to start a dialogue about potential initiatives.



## A STARTING THOUGHT



Given the health and econom ic crisis, no business or brand can take the usual path.



# Now is the time to *imagine the future path* and walk it (literally and figuratively).





We'd like to share a series of attention -getting, business-building ideas for the Troy/Big Beaver corridor to put into action when people are able to safely return to their workplaces.



## THE BRIEF ... IN BRIEF

### GET ....

Troy's workforce

### то ...

Support Troy restaurants and lunch locally more often (eat in, takeout and delivery)

### BY ...

Inspiring or incentivizing them in ways that overcome any of their perceived issues (safety, health, construction/traffic, etc).



## **OUR AUDIENCES**

#### **Restaurant Owners/Operators**

We show restaurants we are here for them and are generating content to help them restart their businesses.

#### The Troy Community

*Community as a concept is more important now than ever. Let Troy see "positive signs."* 

#### **Active Area Workers**

These are the individuals looking to get back to their prior routines more quickly. It's not that they'll act irresponsibly, but they will be out and about first.

#### Cautious Area Workers

These individuals will return to the workplace with hyper caution. Their eating out routine is TBD.



For each of those audiences, one thing has re -entered everyday lifestyles for health, escape, and coping with anxiety:

Going out for a walk.



# Let's go out in search of some big ideas ...



We're all in this together. That's been one of the key messages of the coronavirus pandemic. And once the "all clear" is given, it's going to take the power of community to get things back to where we were — and where we're going.

Yes, there may be a few less lunch options on the three -mile stretch of Big Beaver between Coolidge and Rochester Road. But still, there will be many. Perhaps 50? 100? Even more?

Now more than ever, it's time to celebrate this feast of choices.

Introducing ...



## The Troy Lunch Club aka TLC











The following ideas all fall under the TLC (Troy Lunch Club) umbrella.

Each, however, can be launched as a stand -alone initiative as well.



## **GET OUT**

Ideas that get people out to local restaurants.



## The TLC Foodie 5K

Ocean Prime (Coolidge) to Gran Castor (Rochester Road) is just over 3.1 m iles the exact distance of a 5K walk/run!

So let's launch the TLC in summer style with a 5K like no other. Think of it as <u>a linear food</u> <u>festival</u>, with both sides of Big Beaver lined with restaurants handing out free samples, plus live entertainment, booths promoting local companies and more.

The beauty of this idea is that it combines fitness, getting back out there, and a local restaurant food festival *without* a single crowded location.



## The TLC Passport

Let's put all of the lunch spots in the TLC into a single, handy guidebook and/or app. Along with details and possibly coupons, each establishment will have room for a stamp, inviting people to visit every location. Plus, we can reward those who hit certain goals.

#### **Paper Edition**

- $15 \operatorname{stam} ps = \operatorname{Free} \operatorname{lunch}$
- All restaurants stam ped = Free dinner

#### App Edition

• Randomizer, etc.





## **TLC Trail Maps**

Nike Run Club meets Yelp with our custom ized Lunch Trail Maps. Designed by zone, these maps would be posted by local businesses to inspire employees to walk their way to lunch (and better health). Each map shows all the options in the TLC, along with:

- Distance to each, in both miles and "steps"
- Estimated time to walk there and back
- Total calories burned (we can also include fun little factoids, ie "That's enough calories to enjoy a baklava dessert."





## **TLC Bike Fleet**

Here's a simple truth: life is better when you're riding a bike! We'll supply a few of the biggest buildings in Troy with a fleet of branded TLC bikes (including locks) for employees to ride to restaurants and leave the traffic behind. We'll include a cleaning wipe station, sim ilar to the carts at grocery stores, to keep bikes clean.







## TLC Uber/Lyft Hours

Let's give the local workforce an offer they simply can't refuse — free Uber/Lyft rides to and from lunch. Based on demand, we'll block-book rideshare cars that can only pick up and drop off in/around our three-m ile stretch of Big Beaver during lunch hours.





## **TLC Lunch Crossing Guards**

Part safety feature, part billboard, our one-of-a-kind TLC Lunch Crossing Guards do it all. They stop traffic at our busiest intersections. They provide tips on local places to eat. And they even hand out the occasional free lunch passes.



## Advertise on Big Beaver

Mobile billboards work great in a sm all area. These will give awareness to drivers on Big Beaver as well as business lining the busy road.





## TLC Social: The 11 AM Special

Here's a breakthrough reason to follow the TLC on social. Every weekday at 11 am (or 10 am), we drop a daily special on Instagram, Facebook and SMS/text. Could be a deep discount, free drink or unique special dish. Soon enough, we'll have local restaurants com peting to provide the best specials possible.





## **TLC Messaging**

The best way to get the word out? GET THE WORD OUT!

We'll take our TLC message to the public with witty messages plastered everywhere from roadside marquees and billboards to posters, social posts and even sidewalk chalk.

The idea that Troy = Lunch will be impossible to ignore.

































## **TAKE OUT**

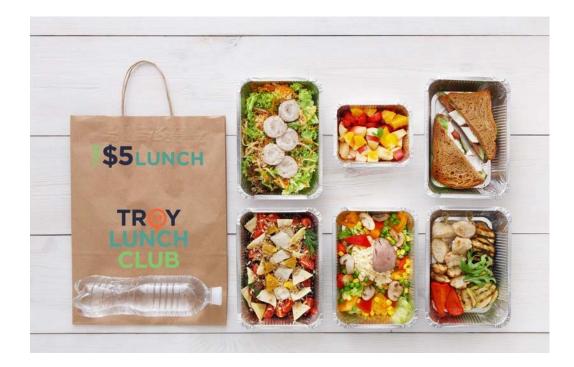
Ideas that get workers to order carryout food from local restaurants.



## The \$5 Entree

Nowadays it's almost impossible to buy lunch for less than \$10. Let's encourage takeout/delivery with specially priced \$5 carry out lunches. We bring the food to your business, saving you tim e and money. And for only \$5 each, you might as well get two ...one for today and one for tom orrow.

Note: Could also be a group offer, i.e., minimum order of 10 or 15 to drive scale for restaurants.





## TLC Meals To -Go Salute

Let's show some love and support to all the restaurants offering takeout and delivery to the Troy workers who don't have the time to go out to lunch or even run out to pick up lunch.

We don't want either side to miss out on all Troy has to offer and eat.





## Pop - Up Picnic Spots

Plenty of people are going to want to get out and about, but they also might feelmore comfortable eating in less crowded, more open spaces. Let's give them that option with pop-up picnic spots dotted along Big Beaver. We can use outlots, greenspaces, even parking deck roofs to create communal spaces that encourage people to eat out safely.





## **Social Media**

**"Troy Meals to Go"** DDA Takeout Facebook group, Instagram and Twitter with a daily spotlight post of a Troy restaurant open for takeout and/or delivery. Each spotlight post shows a couple of dishes available and the last photo is the restaurant's logo. Include ordering information, hashtags and # TroyDDA



## **Doordash Days**

Our audience became familiar with the convenience of delivery while being at home. But the fees quickly add up. So let's encourage local lunch delivery by offsetting these costs with *Doordash Days*.

We'll cover the fees on specific days, provided it's a local lunch spot delivered to the local workforce.





## **TLC Takeout Reusable Bag**

As part of the Troy Lunch Club program, offer Troy residents and workers a washable, reusable bag for takeout orders. The bags help the environment, cut down restaurant owners' costs, promote the Troy Lunch Club, all while reducing the number of single-use plastic bags most takeout orders come in.



## **THANK YOU!**



#### DDA PLANNING AND DEVELOPMENT ACTIVITY REPORT

#### OCTOBER 21, 2020

#### **Butzel Long**

Columbia Center - 201 W. Big Beaver

Status: Law offices will be leasing 30,408 s.f. of space at Columbia Center. Employees expected to be relocated from Bloomfield Hills. Opening expected in fall of 2021.

#### **Cooper's Hawk Winery and Restaurant**

151 E. Big Beaver 12,164 square foot restaurant with small wine retail area (Note: Only a portion of the site is within the DDA) Status: Open for business.

#### Home 2 Hotel

Wilshire Drive, west of Crooks Road 4-story, 107-room hotel Status: Preliminary Site Plan Approval was granted at the June 26, 2018 Planning Commission meeting. Construction nearing completion. Interior work underway.

#### **Huntington Bank Property**

801 W. Big Beaver

Status: Planning Commission gave conditional approval for new 140-room Hyatt Place Hotel, 7,550 s.f. Ford's Garage restaurant, and 361-space parking structure on December 10, 2019. The site is located within Troy's federally designated Opportunity Zone. Project is in pre-development planning phase.

#### **ITW Global Automotive**

100 Kirts Blvd.

Status: Manufacturer of fasteners moving Stephenson Highway facility to 35,000 s.f. Kirts Blvd. facility. Company employs approximately 95 people.

#### **Kelly Services Properties**

999 W. Big Beaver

Status: Kelly Services has sold its HQ property, the HQ annex and Lindsey Centre to A.F. Jonna Development & Management Co. Kelly Services intends to enter into a long-term lease back agreement with Jonna covering approximately 180,500 square feet. Kelly Services employees from the HQ annex (911 W. Big Beaver) and Lindsey Centre (2690 Crooks) will move into the HQ building (999 W Big Beaver) and Kelly's 295 Kirts Boulevard location, which the company will continue to own. Kelly employs approximately 1,100 people in Troy. Jonna's planning for additional future site improvements and development continue. The site is located within Troy's federally designated Opportunity Zone.

#### Marsh & McLennan Agency

755 W. Big Beaver, Suite 2300

Status: Health and Wellbeing Practice relocated its Troy offices to two floors at PNC Tower. The office has 130 employees.

#### 911 Wilshire Building

911 Wilshire (Southeast corner of Crooks and Wilshire – Former Kruse & Muer site) One-story, 4-unit, 17,996 square foot retail/office building

Status: Preliminary Site Plan Approval was granted by Planning Commission on January 8, 2019. Charles Schwab is open for business (with COVID restrictions in places). 200-seat (50 seats outside) Buddy's Pizza restaurant opens in October 2020.

#### PulteGroup Inc.

2800 Livernois

Status: National home builder moved its Michigan operations from Bloomfield Hills to Troy. The 21,400 s.f. office houses approximately 130 people.

#### Seven Co

888 W. Big Beaver Co-working office space taking entire 21,000 square foot second floor Status: Project completed. Opening occurred in November 2019.

#### **Springhill Suites Hotel**

1038 & 1042 Henrietta, 2810, 2820, 2840 & 2780 Rochester
5-story hotel with 123 rooms and associated parking
Status: Existing structures on site have been demolished. Special Use Approval granted at May 14, 2019
Planning Commission meeting. Construction appears to be delayed.

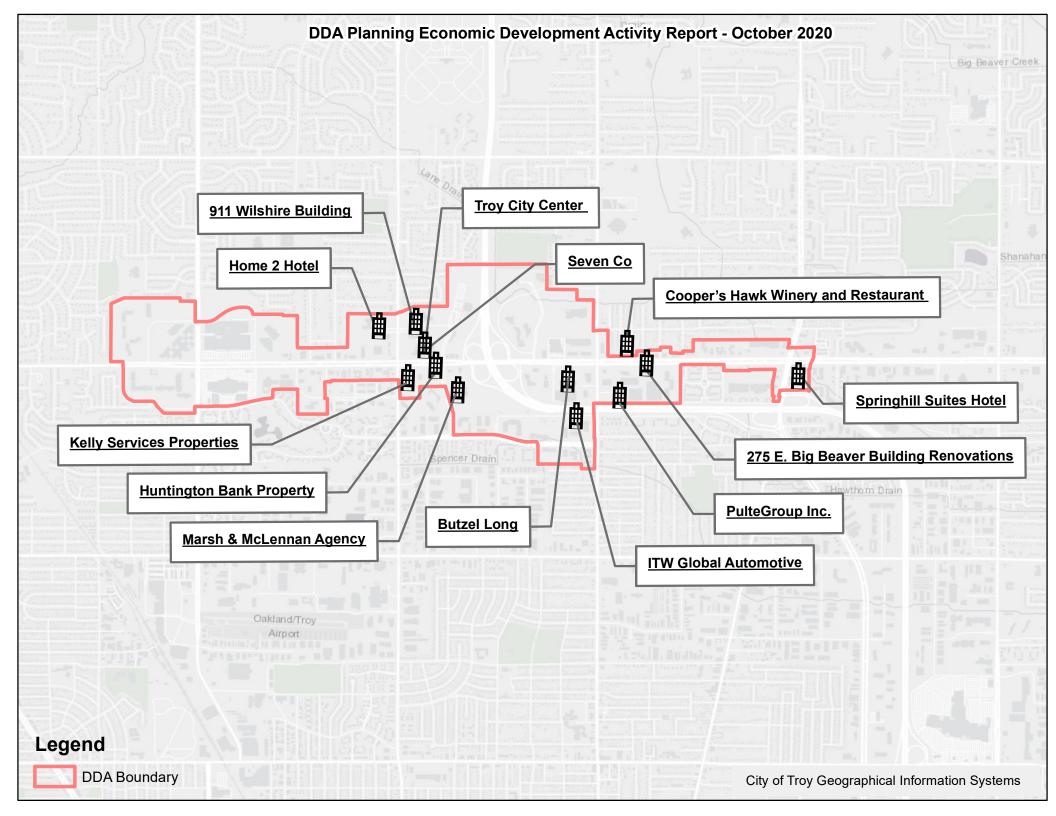
#### **Troy City Center**

888 W. Big Beaver
Façade and lobby improvements for existing office building
New 1600-space parking deck; 6 new retail lots
272-unit residential apartment building facing Wilshire
Status: Façade and interior renovations for the 298,000 square foot office tower and a new 1600-space
parking deck have been completed. The office tower is now more than 90% leased. New retail and
restaurant establishments that have opened include: Fidelity, Shake Shack, Yardhouse, Seasons 52, City

restaurant establishments that have opened include: Fidelity, Shake Shack, Yardhouse, Seasons 52, City BBQ, Sweetwaters, Massage Green, Clean Juice, Pokeworks, Great Greek Mediterranean Grill, and Red Effect. Construction of the 272-unit luxury apartment building is in progress. The Troy DDA supported the construction of the parking structure through its Quality Development Initiative.

#### 275 E. Big Beaver Building Renovations

275 E. Big Beaver (North side of E. Big Beaver Road, between Helena and Talbot) Renovation of existing 2-story office building into a one-story building with 7 retail spaces Status: Received Special Use Approval on August 28, 2018. Retail center is open for business. New retail tenants include Tide Cleaners, Sherwin-Williams, AT&T Store, Floyd's Barbershop and Pita Way.





PUBLIC NOTICE

## **TROY DOWNTOWN DEVELOPMENT AUTHORITY**

In accordance with the provisions of Michigan State Law, notice is hereby given that the Troy Downtown Development Authority will hold public meetings in the Lower Level Conference Room, Troy City Hall, 500 West Big Beaver Road, Troy, Michigan, 48084, at 7:30 AM on the following dates:

#### 2021 Regular Meeting Schedule

Wednesday, January 20, 2021 Wednesday, April 21, 2021 Wednesday, October 20, 2021

This notice is hereby posted as required by Section 4 of the Open Meetings Act, (MCLA 15.261 et seq.).

Mark F. Miller

Mark F. Miller, Executive Director

Posted: October, 2020

**NOTICE:** Persons with disabilities needing accommodations for effective participation in this meeting should contact the City Clerk (248) 524-3317 at least two working days in advance of the meeting. An attempt will be made to make reasonable accommodations.